
From: Trull, John
Sent: Thursday, October 25, 2007 10:00 AM
To: Gross, Joseph; Perniciaro, Stephen; Shoemaker, Christopher D.; Fink, John; Diaz, Danny; Ronkainen, Jim; DeSantis, John; Butler, Timothy; Russo, Alfred D.
Cc: Dwyer, John; Blackwell, Scott
Subject: FW: New Browning Rifle

Guys,

With the exception maybe of Ruger (and even they have made improvements), Remington is the only major rifle manufacturer that is not aggressively making sweeping changes in their manufacturing processes to address market dynamics around out of the box trigger pull. I have been pounding and pleading this issue now since the beginning of 2007 with the implementation of the X-Mark Pro trigger. We all understand what our current process yields in Ilion and that to implement a change in our practices today to insure that nothing leaves above 3.5-4lbs would cause major fall out at final inspection and result in significant rework. Our current process yields a product that is not keeping pace with our competition. A 3.5lb-5.5lb range is not what the consumer wants and our major competitors are acting on that information.

At our last Product Team Meeting we agreed that the externally adjustable version of the X-Mark Pro would allow us to set trigger pull at final assembly to 3.5lbs. We have a design and have tested the concept at E-town. We have a Product Team conference call scheduled for next week. Please be prepared to discuss cost and time to implement the adjustable X-Mark Pro into production. We also need a stop-gap plan to bridge us between now and when we can implement the adjustable XMP trigger. If we fail to address this issue swiftly and deliberately, we will set ourselves up to be picked off by our competition in 2008. At our Sales Meeting, outside of our new R-15 rifles, triggers were the number one topic of discussion amongst our sales reps. These guys are getting pounded in the field by dealers and retailers who are telling them that Remington is no longer competitive in rifles when it comes to triggers. That's a shame considering the fact that the X-Mark Pro when set at around 3.5lbs is a great trigger. Considering the revenue and profits that our Model 700 line drives, this is also a major problem.

Competition in this category is fierce and will continue to escalate. Consumers are offered more in the way of features and benefits than they ever have been and their expectations on triggers are becoming higher and higher with every new product introduced into the market by our competition. The one thing that fierce competition insures is that the consumers benefit by having better products available to choose from. The relaunch of the Model 70 and the new X-Bolt from Browning further solidifies that statement. I hope everyone sees this as a call to action. We must address this problem. As I stated in our last PTM, to think that our competitors are working hard to take our jobs away and to diminish the significance of our brand in the market place makes my blood boil. This issue will require that same level of passion from manufacturing. Everyone must have ownership in this project. It can't be viewed only as a marketing request any longer. This is a requirement to protect market share. From Marketing's standpoint, the product requirement for 2008 for the Model 700 and Model Seven lines has changed to a specification range of 3.5lbs - 4lbs max for triggers on rifles leaving the factory. We must be able to stand on and advertise this fact to keep pace with our competitors.

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-----Original Message-----

From: Blackwell, Scott
Sent: Thursday, October 25, 2007 8:59 AM
To: Fink, John; Perniciaro, Stephen; Butler, Timothy; Haskin, Andy; Doolittle, James F.; Diaz, Danny; Ronkainen, Jim; Stone, Jeff; DeSantis, John; Gross, Joseph
Cc: Trull, John; Lasley, Brian; Dwyer, John
Subject: Re: New Browning Rifle

Did u see winchsterns release yesterday on the model 70 to be built at FN in SC ?

----- Original Message -----

From: Fink, John
To: Perniciaro, Stephen; Butler, Timothy; Haskin, Andy; Doolittle, James F.; Diaz, Danny; Ronkainen, Jim; Stone, Jeff; DeSantis, John; Gross, Joseph
Cc: Trull, John; Lasley, Brian; Dwyer, John; Blackwell, Scott
Sent: Thu Oct 25 08:45:08 2007
Subject: New Browning Rifle

Guys,

Below is Browning Press Release regarding their a new bolt action rifle. There are a few features to point out that are items of concern.

1. Their new trigger-Pre-set at 3 ½ pounds leaving the factory with an externally adjustable screw offering a range of 3-5 pounds. This addresses both Savage and Smith; we are still behind the eight ball. We discussed this at the last PTM meeting and must immediately give our out of the box trigger pull short term focus and begin work on a longer term solution.
2. Bolt lock. Great feature to promote and something we currently don't offer.
3. New recoil pad. Yes, we have the new SuperCell. It is interesting to note the emphasis that they are also putting on this feature.
4. New scope mounting system-sounds solid.
5. New detachable rotary magazine box. I am guessing this a centerfire version of a 10/22 box.
6. Their listed suggested selling prices will place this new line of rifles in direct competition with our Model 700.

John Fink

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Browning Introduces New X-Bolt for 2008

Morgan, Utah - The bolt-action rifle market is forever changed with the introduction of the all new Browning X-Bolt for 2008. The X-Bolt builds on the proven success of past Browning rifles, and adds numerous improvements that will position the X-Bolt at the top of bolt actions offered to today's discriminating sportsman.

X-Bolt Feather™ Trigger. The most notable new feature on the X-Bolt is the completely new adjustable three-lever Feather Trigger system that offers the best feel on any Browning rifle ever. The X-Bolt's new Feather Trigger provides a clean, crisp pull with no take-up or creep and minimal overtravel. The trigger is screw adjustable from 3 to 5 lbs. and factory pre-set at approximately 3 ½ lbs. An alloy trigger housing contains the hard chromed steel components that are highly polished on all critical surfaces. Precise engagement angles gives the X-Bolt Feather Trigger a lighter trigger pull feel that stays that way through many thousands of rounds.

Bolt Unlock Button. The new X-Bolt will also feature a new bolt unlock button that works with the top-tang safety. Conveniently located on top of the bolt lever, the bolt unlock button allows the bolt to be unlocked and opened with the safety in the on position. The safety blocks the trigger sear and features a firing pin block for added safety.

Inflex Technology Recoil Pad. An all new Inflex Technology recoil pad is standard on every X-Bolt rifle. This ultra soft pad offers the best recoil absorption available on any rifle. The proprietary construction and material promote a directional deflection of recoil forces, pulling the stock comb away from the face to reduce felt recoil and muzzle climb.

X-Lock™ Scope Mounting System. The X-Lock mounts feature an all new four screw per base design that replaces the traditional two screw system. This gives the X-Bolt the most stable scope mounting system possible with the bases being secured on all four corners rather than only attached at the center of the base for more accurate placement on the receiver.

An all new detachable rotary magazine is incorporated into the X-Bolt. Constructed from a durable lightweight polymer, the magazine is designed to feed cartridges directly in-line with the bolt, instead of offset as with traditional leaf-spring magazines, for a straight shot right into the chamber. The magazine sits flush with the bottom of the rifle for a sleeker appearance.

Other features found on the new Browning X-Bolt will include a short 60° bolt lift that provides fast cycling and allows the shooter to work the bolt more quickly without the scope getting in the way. The bolt has three locking lugs to provide exceptional bolt strength. The X-Bolt barrel is free-floated by bedding the front and rear of the action for stability and to help maintain barrel to stock spacing. A recessed muzzle crown helps protect the rifling from damage.

The new Browning X-Bolt will be offered in Hunter and Medallion models with wood stocks and in Composite Stalker and Stainless Stalker models with composite stocks. Short action

composite model weight is 6 lbs. 5 oz. and long action wood stock models weight is 7 lbs.
Calibers offered from 243 Win. to 375 H & H Mag. Suggested Retail \$799.00 to \$1,049.00.